



Welcome to

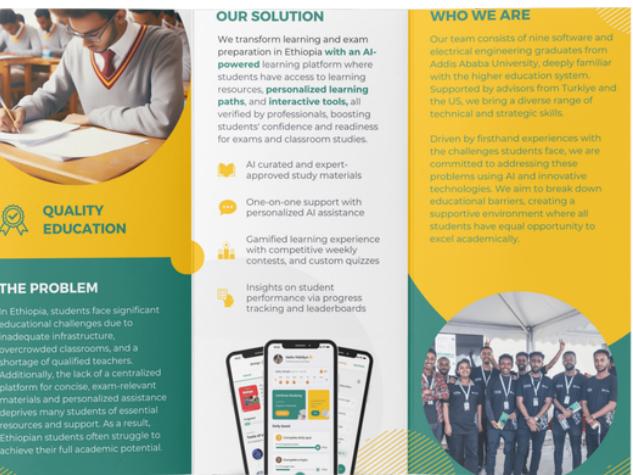
Mastering Final Deliverables 2

Presented by: Mussie Asamere

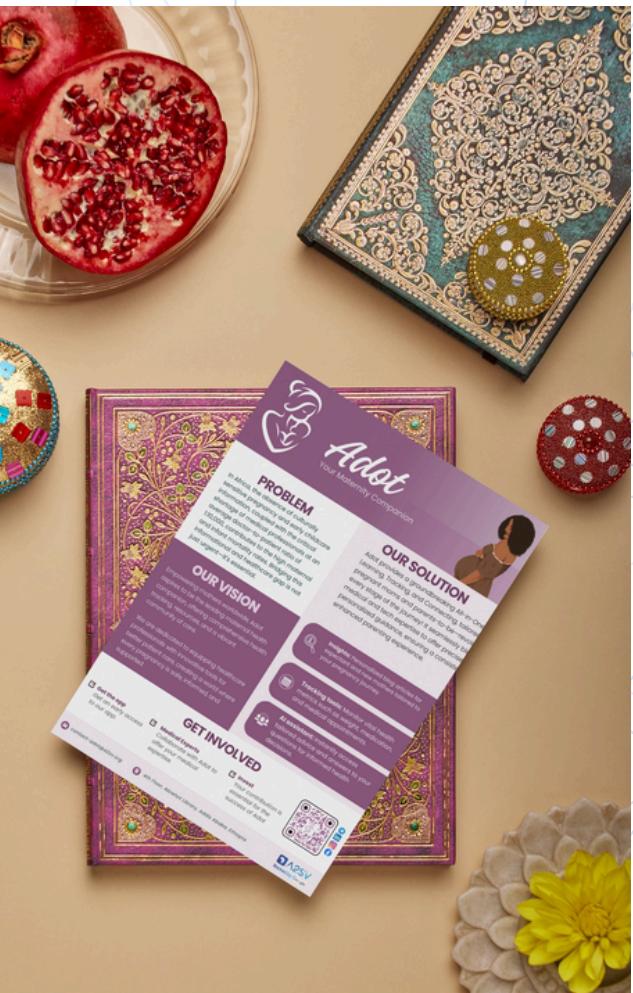




Focus Deliverables



Roll-ups



Brochures

One-Pagers



What is the importance of these deliverables?

► Effective Communication

- Convey complex ideas in a clear and engaging manner.

► Creating a Strong First Impression

- Grab attention at a glance and summarize your project effectively.

► Engagement

- Engage different stakeholders, whether they are investors, partners, or potential users.

► Support for Pitching and Networking

- A tangible takeaway that helps keep your project in mind after the initial interaction.

Roll-ups

Definition: A roll-up is a vertical banner used in events to catch the eye of attendees and provide quick, impactful information about your project.

Purpose: Roll-ups are designed to grab attention and communicate essential information quickly.

Where it's used: Roll-ups are typically placed in high-traffic areas during events, such as near entrances, booths, or stages.

Brochures

- Definition:** A brochure is a small booklet or pamphlet that provides detailed information about your project.
- Purpose:** Brochures are designed to inform and persuade, offering a more in-depth look at your project.
- Where it's used:** Brochures are typically distributed at events like expos and exhibitions. They can also be handed out during meetings with stakeholders.

One-Pagers

- Definition:** A one-pager is a single-page document that provides a concise overview of your project, highlighting key points and essential information.
- Purpose:** One-pagers are used to provide a quick summary that can be easily shared and understood.
- Where it's used:** Commonly used in pitches, meetings, and included in mail campaigns to investors.



Content Breakdown

Common Elements Across All Deliverables

1. Logo

- Your project's visual identity.
- Ensure it is clear and prominent.



2. Project Name

- The name should be easy to read and immediately recognizable.

3. Slogan

- A brief, catchy phrase that encapsulates your project's value proposition.

Continued...

4. Contact Information

- Include all relevant contact details:
 - **Email**
 - **Phone Number**
 - **Social Media**
 - **Website/App**
 - **Physical Location**

5. A2SV Mention

- Acknowledge A2SV and the AI for Impact Hackathon.





Roll-up content

1. Brief(One-Sentence) Description

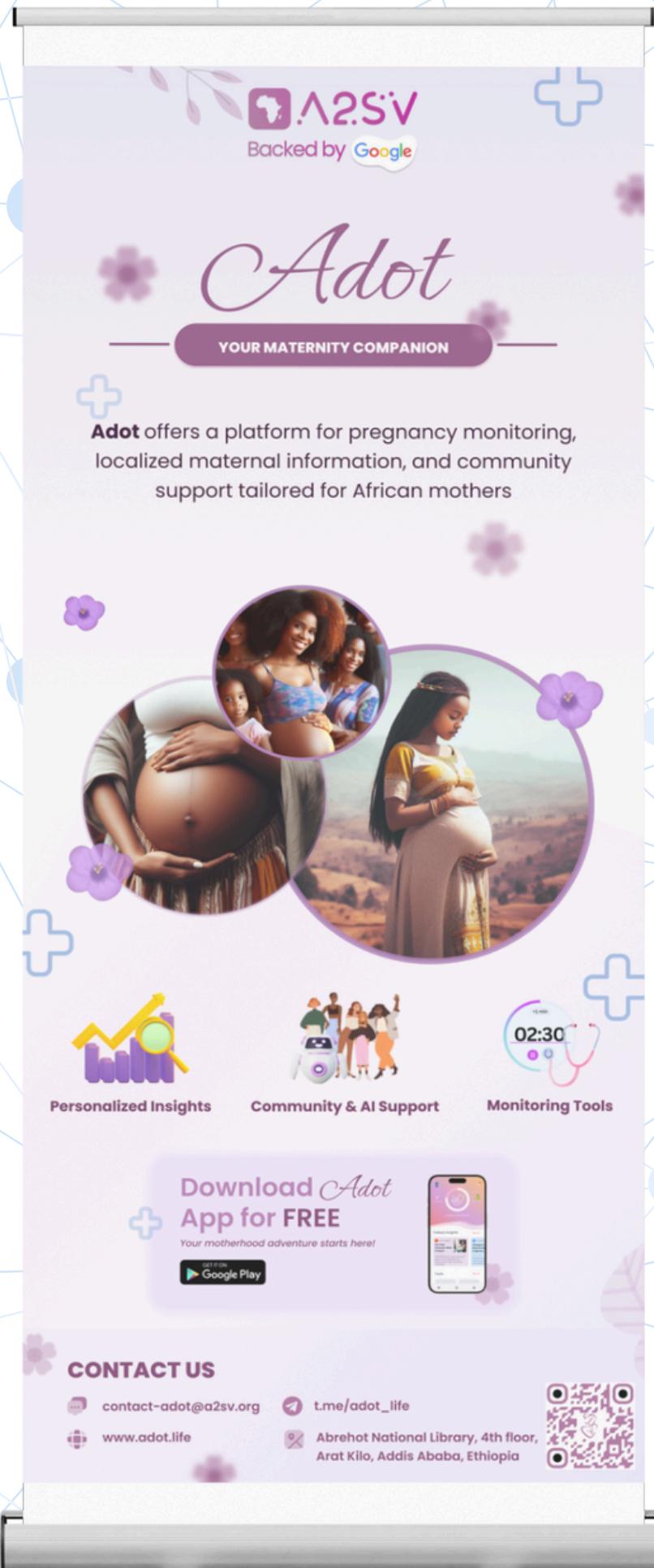
- A short, impactful sentence that sums up what your project is about.

2. List of Key Features

- Highlight the main features that make your project stand out.

3. Contact Us

- Ensure this is clear and easy to find on the roll-up.





Brochure Outer Page Content

1. Common Content

- Includes Logo, Project Name, Slogan, and Contact Information.

2. About Us

- A brief introduction of your team explaining what makes it capable of delivering this project.

ABOUT US

Adot leverages technology to solve African mothers' challenges with a team of ten Ethiopian software engineers, electrical engineers, and medical doctors led by a visionary woman, fueled by a passion for community problem-solving.

Our team is strengthened by senior advisors and healthcare professionals from Blue Health Ethiopia, a medical consultancy founded by a group of medical doctors. Together, we combine our medical and technical expertise to guarantee the highest level of care for mothers.

CONTACT US

contact-adot@a2sv.org
 adot.life
 +251 902 3786 29
 Abrehot National Library, 4th floor, Arat Kilo, Addis Ababa, Ethiopia

Backed by



Brochure Inner Page Content

1. Problem

- Clearly define the problem your project aims to solve.

2. Solution

- Explain your project's solution to the problem

3. List of Key Features

- Provide a brief explanation of how your project works.

4. Vision

- Share your long-term vision for the project.

PROBLEM

In Africa, the journey of motherhood is filled with challenges due to the lack of culturally tailored and locally understood information. Expectant mothers face significant difficulties in monitoring their pregnancy, coupled with insufficient support systems. Tragically, this has contributed to approximately 300,000 preventable maternal deaths annually.

OUR SOLUTION

Combining medical and tech expertise, Adot offers a platform for pregnancy monitoring, localized maternal health information, and community support tailored for African mothers.

MONITORING TOOLS

Track essential health metrics including weight and blood pressure, along with managing medications and appointments easily.

INSIGHTS

Customized articles for expectant and new mothers tailored to each stage of their pregnancy journey.

OUR SERVICES

Monitoring Tools, Community & AI Support, Personalized Insights

COMMUNITY & AI SUPPORT

Personalized advice and answers to questions via AI chatbot or our community of medical professionals and mothers.

OUR VISION

Empowering mothers worldwide, Adot aspires to be the leading maternal health companion, offering comprehensive health tracking, resources, and a vibrant community of care.

We are dedicated to equipping mothers and healthcare professionals with innovative tools for better care, creating a world where every pregnancy is safe, informed, and supported.



One-Pager Content

1. Problem

- Clearly define the problem your project aims to solve.

2. Solution

- Explain your project's solution to the problem

3. List of Key Features

- Summarize the main features of your project.

4. Vision

- Share your long-term vision for the project.

5. Get Involved

- Explain how others can participate or support the project.



OUR SOLUTION

Adot provides a groundbreaking All-in-One Learning, Tracking, and Connecting, tailored pregnant moms and parents-to-be—revolutionizing every stage of the journey! It seamlessly blends medical and tech expertise to offer precise, personalized guidance, ensuring a consistent and enhanced parenting experience.

PROBLEM

In Africa, the absence of culturally sensitive pregnancy and early childcare information, coupled with the critical shortage of medical professionals at an average doctor-to-patient ratio of 1:10,000, contributes to the high maternal and infant mortality rates. Bridging this informational and healthcare gap is not just urgent—it's essential.

OUR VISION

Empowering mothers worldwide, Adot aspires to be the leading maternal health companion, offering comprehensive health tracking, resources, and a vibrant community of care.

We are dedicated to equipping healthcare professionals with innovative tools for better patient care, creating a world where every pregnancy is safe, informed, and supported.

GET INVOLVED

- Get the app**
Get an early access to our app.
- Medical Experts**
Collaborate with Adot to offer your medical expertise.
- Invest**
Your contribution is essential for the success of Adot.

contact-adot@a2sv.org [4th Floor, Abrehot Library, Addis Ababa, Ethiopia](#)



Best Practices For Content Design

- 1. Clarity:** Ensure all text is legible and not overcrowded.
- 2. Visual Appeal:** Use visuals strategically to enhance the message, not distract from it.
- 3. Consistency:** Maintain consistent branding across all deliverables.
- 4. Impact:** Focus on making key information stand out immediately.



Q&A

